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The report, "Why They Don't Show in September" analyzed the findings of a questionnaire sent to students who had been admitted to the Wisconsin State University at Stevens Point but failed to enroll in the fall. One major question left unanswered in the earlier study concerned 223 high school graduates who indicated that Stevens Point had been their first choice at the time they applied. A report of additional findings compares the characteristics of this group with the "no shows" for whom Stevens Point was NOT a first choice when they applied: It was learned that 60 of the 95 persons not enrolled in any college had chosen Stevens Point, so it can be expected that many of these young people still plan to enroll at the University. Proportionately greater numbers than expected of students rating Stevens Point first choice enrolled at the University of Wisconsin and branch colleges, in out-of-state colleges and in technical and specialized schools. Fewer than expected enrolled at Wisconsin state universities and other state colleges. Financial problems and change of major appeared to be the most important reasons why students who had preferred Stevens Point chose another school. Applicants who had preferred Stevens Point but did not enroll anywhere cited marriage and the decision to go to work as the most significant reasons. (JS)

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SOME FURTHER REFLECTIONS ON NO SHOW

A Report of Additional Findings
Concerning Students Who Were Admitted
but Did Not Enter WSU-Stevens Point,
Fall, 1968

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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Purpose

Some additional analysis of the data provided in the report, "Why They Don't Show in September" (Office of Institutional Research, Volume 3, Number 4, December, 1968) seems desirable. One major question, left unanswered because of the early deadline for reporting, concerned the reactions of students who had indicated that Stevens Point had been their first choice when they applied here for admission. Analysis of the characteristics of this group as compared to those for whom Stevens Point was not clearly a first choice is the purpose of this appended report.

The first significant point is that the great majority of those not now enrolled in college had indicated Stevens Point as a first choice. Sixty of the 95 respondents not now enrolled in college had indicated Stevens Point as their first choice, as shown in Table 1. Yet only 37 per cent of the No Shows had named Stevens Point as their first choice when they applied for admission. Table 1 shows the distribution of those whose responses indicated whether or not Stevens Point was for them the first choice at the time of application, and by present enrollment status.

TABLE 1

Distribution of Responses by Enrollment Status

and Preference at Time of Application*

	Was Stevens Point First Choice?		
Enrollment Status	Yes	No	Totals
Now Enrolled in College	163 (189)	362 (336)	525
Not Now Enrolled	60 (34)	35 (61)	95
Totals	223	397	620

*Expected Numbers in Parentheses

Of the 163 who are now enrolled, 100 are enrolled in four-year schools, and 50 are in two-year schools, and 9 are enrolled in one-year schools. The proportion of enrollments by type of schools is shown in Table 2. There it can be seen that 56 or 34.8 per cent are enrolled in University of Wisconsin and branch campuses, while only 42 or 26.1 per cent, are enrolled in the WSU system. Other Wisconsin colleges and universities claim only 6.8 per cent of this group compared to 11.1 per cent of all enrolled students responding. Increases in per cent are found for technical and special schools as well as for out-of-state colleges.

TABLE 2

Distribution of "No Shows" Preferring Stevens Point

by Type of Institution Now Attending

Type	Number	Per Cent
Wisconsin State Universities and Branch Campuses	42	26.1
University of Wisconsin and Extension Centers	56	34.8
Other Wisconsin Colleges	11	6.8
Out-of-State Colleges	22	13.7
Technical, Vocational and Special Schools (Including Schools of Nursing) In-State and Out-of-State	25	15.5
County Teachers Colleges	5	3.1
Totals	161	100.0

The number enrolled by institution produces the following list, including all institutions enrolling three or more students:

Institution	Number Enrolled
University of Wisconsin - Milwaukee	14
University of Wisconsin - Marathon County Center	9
WSU-Oshkosh	8
University of Wisconsin Center - Green Bay	8
WSU-LaCrosse	7
University of Wisconsin - West Bend Center	6
WSU-Eau Claire	5
WSU-Stout	5
WSU-Platteville	4
Madison Area Technical College	4
Carroll College	4
University of Wisconsin - Madison	3
Langlade County Teachers College	3
University of Wisconsin - Menasha Campus	3
University of Wisconsin - Wood Co. Center, Marshfield	3
North Central Technical Institute, Wausau	3

In all, these students for whom Stevens Point had been first choice are enrolled in 65 different institutions. Of the 23 students enrolled at University of Wisconsin - Milwaukee, 14 had indicated Stevens Point as first choice. This is a sizeable group. Five of these 14 students indicated an intention of enrolling later at Stevens Point. Two cited money problems and two cited location as reason for entering UWM instead.

Many of the students who preferred Stevens Point entered branch campuses because of lower cost, and a number of these plan to enter WSU-Stevens Point later.

The portion of the questionnaire dealing with the reasons for not entering Stevens Point, together with the number of responses to each item is given as follows.

IV. If enrolled elsewhere, please check most applicable reasons for not attending WSU-Stevens Point.

A.	Financial aids not adequate for my needs	55
B.	Printed materials did not provide an adequate description of what I needed to know	2
C.	My campus visit caused me to change my plans	16
D.	I selected an area of study not available at Stevens Point	32
E.	Attendance at a school nearer home became desirable	56
F.	Correspondence with University officials proved unsatisfactory	5
G.	I could not meet the payment schedule expected of me	16
H.	I could not find satisfactory housing	
	1. In residence halls	3
	2. In housing other than residence halls	2
I.	Other	44

When these responses are compared with responses of students for whom Stevens Point was not first choice, responses A and G are proportionately high. Financial aids and the problem of meeting payments

caused some students to change their minds about entering here. To a lesser extent, selection of an area of study not available here is a factor in failure to enroll. Comparatively few of these students changed their minds because of their campus visit.

Reasons for Not Attending College

Since there were 60 students not enrolled in a college for whom Stevens Point had been first choice, it is profitable to analyze the responses of this group to part III of the questionnaire. Table 3 summarizes the number of responses to part III, giving their rank in importance. Perusal of this table reveals that most of the responses are in proportion to the number expected, with the exceptions of responses E and G. Marriage and decision to go to work received proportionately high number of responses from this group. Military service was not proportionately a great deterrent for those who indicated WSU-Stevens Point as first choice.

TABLE 3

Reasons for Not Attending College
by Rank in Importance

		Rank							
		1	2	3	4	5	6	7	Total
A.	Entered military service	7	2	1	1	2	0	1	14
B.	Health problem prohibits school attendance.	0	0	0	0	2	1	1	4
C.	Parents were unable to assist me financially	12	5	2	1	1	0	0	21
D.	School I desired to attend was unable to offer me enough financial assistance.	4	5	5	1	0	0	0	15
E.	Personal matters dictated that I go to work.	13	5	3	1	0	0	0	22
F.	I chose to work rather than attend school.	11	5	2	3	0	0	0	21
G.	I was married.	2	5	0	0	0	3	1	11
H.	Other	10	2	0	0	0	0	0	12
	Totals	59	29	13	7	5	4	3	120

Characteristics of Students Choosing Stevens Point

Whereas men constituted 57.2 per cent of all "no shows", they made only 48.1 per cent of all questionnaire responses. Since 98 men and 121 women indicated Stevens Point as first choice, the men made up only 44.7 per cent of those who indicate Stevens Point as first choice.

Size of community of residence was proportionately similar for those naming Stevens Point first choice and those who did not.

The distribution by high school for students who listed Stevens Point as their first choice is about the same as for students who did not list Stevens Point as first choice. The slight variations among the two high school rank distributions may easily be attributable to chance.

SUMMARY

Further analysis of the questionnaire returns of the so-called "No Show Study" concerned the responses of 223 persons who had indicated on the returns that Stevens Point had been their first choice when they applied for admission. The characteristics of this group are similar to those of other respondents except that a higher proportion (55 per cent) are women.

Although only 37 per cent of those responding indicated Stevens Point as first choice, 60 of the 95 who are not enrolled in any college had chosen Stevens Point. It can be expected that quite a few of these students still plan to enroll at Stevens Point some time.

Proportionately greater numbers than expected of the students ranking Stevens Point first choice are enrolled in the University of Wisconsin and branch campuses, in out-of-state colleges, and in technical and special schools. Fewer than the expected number are enrolled at other WSU's and in other Wisconsin colleges.

Financial aid problems and change of major appear to be the most important reasons for students who had preferred Stevens Point to choose another school. The campus visit did not cause many of these students to change their minds.

Marriage and the decision to go to work appeared to be the most significant reasons that students in the group concerned did not enter college.